

# Maryland Global Express

The Newsletter of the Baltimore US Export Assistance Center

US Department of Commerce  
US & FCS– Baltimore USEAC

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<http://www.buyusa.gov/baltimore>



## October 2005 NEWSLETTER

Edited by Nicole Recchia

### U.S. Commercial Service Honors Local Companies for Export Achievement

On September 28, 2005, Neal Burnham, Deputy Assistant Secretary with the U.S. Commercial Service, presented Commerce Department export awards recognizing the international trade achievements of three Maryland companies and the Howard County Economic Development Authority's International Trade Center. The event took place as part of ceremonies opening the new location of the U.S. Export Assistance Center in Baltimore, now located at 300 West Pratt Street.

“These Maryland companies and organizations are excellent examples of how exporting is working to create economic opportunity that support jobs throughout the state,” Burnham said. “Ninety-five percent of the world’s consumers live outside of the United States, and the Bush Administration will continue to work to help area companies take advantage of these new international sales opportunities. I commend these award-winners for their commitment to exporting.”



*Deputy Assistant Secretary, Neal Burnham (left) with William H. Munn, Chairman of the Howard County EDA Board of Directors; Richard Story, CEO of Howard County EDA; and Howard County award recipients from Global Sales Company, Zephyr Environmental, and the EDA's International Trade Center*

Three companies were recognized with the Department's Export Achievement Certificate. The award recognizes U.S. businesses that have benefited from the Department's U.S. Commercial Service assistance to make their first export sale or open new foreign markets. Receiving the award were the following:

- **Crist Instrument Co. Inc.**, Hagerstown. Crist Instrument specializes in the design, development, and manufacturing of custom biomedical research equipment, as well as the design and installation of onsite laboratories. The company has found U.S. Commercial Service international expansion assistance very valuable. Moreover, according to the company's president, Joan Buckholder, “Crist Instrument has hired five new employees since its 2000 relocation to Hagerstown as a result of expanding its international business.”
- **Global Sales Company**, Columbia. Global Sales Company represents nonwoven material manufacturers. The company specializes in solutions for spill control, including containment products for proper transport and handling of HAZMAT materials. According to the company's President, William Krupka, “We have increased sales dramatically since utilizing the many resources available to us at the U.S. Export Assistance Center in Baltimore.”
- **Zephyr Environmental Corporation**, Ellicott City. Zephyr Environmental Corporation offers clients strategic consulting, training, and data systems expertise in the areas of air and water quality, waste issues, incident management, and workplace and community safety. According to Bill Jones, Director of International Business Development, “Zephyr has been very pleased with the assistance that the U.S. Commercial Services has provided us. Through their Gold Key service, we have entered Turkey—a new market for us.”

Representatives of Senator Paul Sarbanes and Senator Barbara Mikulski also spoke at the event and presented the award recipients with citations from the two Maryland Senators.

Also speaking at the award ceremony were Manuel Rosales, Associate Administrator of the Office of International Trade at the U.S. Small Business Administration; William H. Munn, Chairman of the Howard County EDA Board of Directors; and Richard Story, CEO of Howard County EDA.

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### Hernandez Sworn in as Assistant Secretary for Trade Promotion and Director General of the U.S. and Foreign Commercial Service

Israel Hernandez was sworn in on October 12, 2005 as Assistant Secretary for Trade Promotion and Director General of the U.S. and Foreign Commercial Service. He was sworn in at the U.S. Department of Commerce by Commerce Secretary Carlos Gutierrez. The Commercial Service is the federal government's key export promotion agency. Its mission is to help small and medium-sized American businesses export and to advocate for U.S. business interests abroad. The U.S. Senate confirmed Hernandez on October 7, 2005.

"I will be a staunch advocate for small and medium-size U.S. businesses that operate in the global market," Hernandez said.



*Israel Hernandez (far right) sworn in by Secretary of Commerce, Carlos Gutierrez. Also participating: Andrew Card, White House Chief of Staff, and First Lady Laura Bush.*

"I will promote an agenda to help companies succeed in exporting, create jobs, and strengthen our economy at home."

Prior to joining the Department of Commerce, Israel Hernandez served as Deputy Assistant to President George W.

Bush and as a deputy to Senior Advisor Karl Rove. He assisted Mr. Rove in overseeing the strategic planning, political affairs, public liaison, and intergovernmental affairs efforts of the White House during the President's first term.

Israel Hernandez received a B.A. degree with a double major in Philosophy and Political Science in 1992 from the University of Texas at Austin and a M.P.A. from the George Bush School of Government and Public Service at Texas A&M University in 1999.

### American Trading Centers Initiative

The U.S. Commercial Service is now able to offer U.S. firms greater access to the China marketplace through our American Trading Center (ATC) Initiative. The U.S. initiative expands the U.S. Commercial Service presence in several Chinese markets such as Dalian, Chongqing, Hangzhou, Harbin, Kunming, Nanjing/Jiangsu, Ningbo, Qingdao, Shenzhen, Tianjin, Wuhan, Xiamen, Xi'an/Shaanxi Province, and Zhuhai. This came about when the U.S. Commercial Service partnered with the China Council for the Promotion of International Trade (CCPIT) in order to foster new relationships between U.S. and Chinese small and medium-size companies, generating new opportunities for U.S. SME's in the China market.

The ATC initiative leverages CCPIT professionals who are on the ground in these cities, enabling the Commercial Service to provide companies with more reliable information about prospective business partners, collect more accurate market research, and arrange trade events in these second-tier cities.

The U.S. Commercial Service offers a variety of free tools and information available at [www.export.gov/china](http://www.export.gov/china) that you can use to determine if you're ready for china and these 14 potential new markets.

### The Latin America Regional Business Forum

November 16, 2005

8:00am to 4:00pm

World Trade Center, Baltimore



The U.S. Commercial Service and World Trade Center Institute have partnered for the second time to bring companies throughout the United States a premiere regional forum. This year's forum will take place on November 16, 2005, and focus on Latin America.

Forum highlights include:

- An international business gathering with around 200 business leaders and diplomats
- Unique opportunity to understand current business climates and market opportunities across the region
- Presentations from private sector, U.S. Government senior commercial diplomats, and foreign government officials
- Opportunity to meet one-on-one with U.S. Department of Commerce regional experts and Foreign Commercial Officers

For more information and to REGISTER, visit:

<http://www.wtci.org/events/AmericasForum/americasforum.htm>

If your company is interested in sponsoring the Latin America Regional Business Forum, please contact Bill Burwell, Director of the Baltimore USEAC, at [Bill.Burwell@mail.doc.gov](mailto:Bill.Burwell@mail.doc.gov)

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### Market of the Month: The Netherlands



### I. Why the Netherlands?

The Netherlands is a prosperous and open economy that is heavily dependent on foreign trade. The economy is noted for stable industrial relations, moderate inflation, a sizable account surplus, and an important role as a European transportation hub. Industrial activity is predominantly in food processing (e.g. Unilever and Heineken), chemicals (e.g. DSM), petroleum refining (e.g. Shell), and electrical machinery (e.g. Philips). A highly mechanized agricultural sector employs no more than 4% of the labor force, but provides large surpluses for the food-processing industry and for exports. The Dutch rank third worldwide in value of agricultural exports, behind the US and France. Other important parts of the economy include international trade, banking and transport. The United States is the largest foreign investor in the Netherlands and has its largest bilateral trade surplus in the world with this country.

The Netherlands' strategic location, the relative ease of doing business, the high level of proficiency in English, and its world-class and user-friendly transportation and distribution infrastructure make the Netherlands an ideal market and European operations location for U.S. companies. The Netherlands has capitalized on its location and advanced economy to become one of the top dozen trading countries in the world. The Netherlands is a geographically small, densely populated (16.4 million people) country occupying a highly strategic commercial location that makes it the "Gateway to Europe". Over 160 million consumers (roughly one third of the population of the expanded European Union of 25 Member States) reside within a 300-mile radius of Rotterdam.

The Netherlands is a key center within the global business network with an advanced infrastructure geared towards the transportation of goods, people, and electronic data. Its core distribution points include Rotterdam, the world's second largest port, and Amsterdam Schiphol Airport, the fourth largest passenger and third largest cargo airport in Europe.

### II. Netherlands at a Glance

- Total area: 41,526 sq. Km. (16,485 sq. mi.)
- Capital: Amsterdam
- Population: 16,407,491 (July 2005 est.)
- Language: Dutch (official), Frisian (official)
- Government type: constitutional monarchy
- Export commodities: machinery and equipment, chemicals, fuels, foodstuffs
- Import commodities: machinery and transport equipment, chemicals, fuels, foodstuffs, clothing
- Import partners: Germany 17.7%, Belgium 10.2%, USA 7.8%, China 7.1%, UK 6.6%, France 4.9% (2004)
- U.S. exports to the Netherlands:
  - Jan – June 2005: 13,405.3
  - 2004: 24,289.1
  - 2003: 20,695.0
  - 2002: 18,310.7

### III. Best U.S. Exports Prospects

1. Automotive Parts and Accessories
2. Construction Equipment (Bathroom Equipment)
3. Computer Services
4. Computer Software
5. Environmental Products
6. Medical Equipment
7. Safety and Security Equipment and Systems
8. Telecommunications Equipment
9. Telecommunication Services
10. Transport and Distribution Services

### IV. Upcoming Events and Activities

From November 15-17, 2005, the Netherlands will host the **MARINE EQUIPMENT TRADE SHOW – METS 2005**: the world's largest trade exhibition of marine equipment and accessories for the leisure marine and small commercial craft sector. The U.S. Commercial Service office The Netherlands will be present and offer commercial support to U.S. companies. Click [here](#) to read more about METS and other trade events in the Netherlands.

**VIDEO MARKET BRIEFINGS** - We are offering FREE, live, interactive videoconference with the U.S. Commercial Service The Netherlands to explore business opportunities in the country. This videoconference targets a specific industry and a local Dutch expert will be invited to participate in the briefings.

#### Calendar:

October 2005 - Services  
November 2005 - Safety & Security  
December 2005 - Automotive  
January 2006 - ICT  
February 2006 - Medical  
Contact [alan.ras@mail.doc.gov](mailto:alan.ras@mail.doc.gov)



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### V. Success Story

#### The U.S. Commercial Service helps AIRINC to fly high!

When AIRINC, an FAA repair station and supplier of aircraft parts, was looking to expand its business overseas, it enlisted the service of the U.S. Commercial Service. Since 2001, the Birmingham U.S. Export Assistance Center (USEAC) has been instrumental in helping AIRINC with their export strategy. In September 2002, the company participated in the Mobile Alabama Trade Mission to the United Kingdom and the Netherlands, which was an initiative of the Alabama Chamber of Commerce. AIRINC's participation in the trade mission was possible with the aid of a grant from the Alabama DEC's Trade Mission Trade Show Grant Program.

Commercial Specialist Keylard met with Greg Guzman (VP Marketing and Sales) at the Farnborough (U.K.) Air Show three months before the Mobile Alabama Trade Mission was scheduled to visit the Netherlands. They discussed business development strategies and last minute trade mission details at the air show.

For the Mobile Trade Mission to the Netherlands, Keylard set up appointments for Mr. Guzman with the high-level officials from Royal Dutch Airlines (KLM), Air Holland, and Netherlands Aerospace Group. Keylard continued to maintain close contact with AIRINC after the trade mission had departed the Netherlands. She also put Guzman in touch with the aircraft parts buyers at the two Dutch airlines Transavia and Martinair. This reaped considerable reward for AIRINC: earlier this year, Guzman disclosed the receipt of an order from KLM worth over \$50,000. He attributed this order directly to AIRINC's participation in the Mobile Alabama Trade Mission, and the help of the U.S. Commercial Service.



been astounding. In Greenbuild's first year, it drew more than 4,000 attendees to Austin - more than double the number projected. Since then, Greenbuild has grown by almost 40 percent per year with over 8,000 attendees and almost 500 exhibitors at Greenbuild 2004 in Portland, Oregon. Three days of extensive educational programming, workshops, a vast exhibition floor, and ample networking events give you unrivaled opportunities to learn about the latest innovations, exchange ideas, and develop new business relationships, and learn about the leading edge of the building and construction industry, including the latest updates and expansions of the LEED® Green Building Rating System. For more information on Greenbuild 2005, please refer to the event's web site: <http://www.greenbuildexpo.org/>.

### Export Howard County: Focus on Small Business

November 15, 2005

Columbia, Maryland

Contact: Call (410) 313-6550 or online at:

<http://www.hceda.org/thecenter/events.html>

Today's global economy offers unprecedented opportunities for U.S. businesses to expand their markets. Knowing where to begin, however, may be the biggest obstacle to taking your product or service outside the U.S. Howard County Economic Development Authority's International Trade Center is sponsoring an all-day workshop entitled, **Export Howard County: Focus on Small Business**. This workshop, led by local international business professionals, will help you take the first steps in launching your business into the global market place and will walk you through the many intricacies of going global. Topics include evaluating export potential, identifying target markets, developing market entry strategies, building distribution networks, the "mechanics" of exporting and international trade financing options. Those already exporting will learn about finding new opportunities. Workshop graduates will learn what it takes to compete globally and create an effective Export Marketing Plan. Course content stresses interactive learning through self-assessment, knowledge provided by executives from the world of international business, and case studies based on the actual experiences of local companies.

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### Trade Events, Workshops, and Seminars

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*For information on these and other events not listed, or if you would like your event listed, contact the Baltimore USEAC at 410-962-4539.*

#### Greenbuild International Conference and Exposition

November 9-11, 2005

Atlanta, Georgia

Contact: Alexander Amdur, Baltimore USEAC, at 410-962-4539 or [Alexander.Amdur@mail.doc.gov](mailto:Alexander.Amdur@mail.doc.gov)

Greenbuild is the only event that brings together green building professionals from across the industry and around the world under one roof. Reflecting the trend of rapid expansion in the market for green buildings nationwide, its growth has

#### The Latin America Regional Business Forum

November 16, 2005

8:00am to 4:00pm

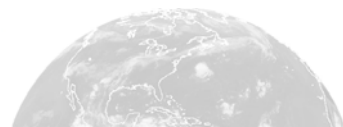
Baltimore, Maryland

World Trade Center

Cost: \$80

Info: <http://www.wtci.org/events/AmericasForum/americasforum.htm>

The U.S. Commercial Service and World Trade Center Institute have partnered for the second time to bring companies throughout the United States a premiere regional forum. This year's forum will take place on November 16, 2005, and focus on Latin America. Forum highlights include:



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- An international business gathering with around 200 business leaders and diplomats
- Unique opportunity to understand current business climates and market opportunities across the region
- Presentations from private sector, U.S. Government senior commercial diplomats, and foreign government officials
- Opportunity to meet one-on-one with U.S. Department of Commerce regional experts and Foreign Commercial Officers

If your company is interested in sponsoring the Latin America Regional Business Forum, please contact Bill Burwell, Director of the Baltimore USEAC, at 410-962-4539 or [Bill.Burwell@mail.doc.gov](mailto:Bill.Burwell@mail.doc.gov).

### 15th Biennial World Congress on Information Technology

May 1-5, 2006

Austin, Texas

For more information visit: <http://www.wcit2006.org>

The 15th Biennial World Congress on Information Technology (WCIT) will be a dynamic gathering of an estimated 2,000 global IT leaders from business, government and academia. Delegates will include cabinet-level executives, heads of state, ministers of IT, top academics and world-renowned scientists. Delegates will come prepared to discuss IT policy issues, direct the future of technology, and to drive both economic and revenue decisions for their respective organizations. Attendance at the World Congress is by Invitation only. Request an invitation to WCIT 2006 by visiting:

<http://www.wcit2006.org/invite.asp?id=002&LangType=1033>

### Food Marketing Institute's Supermarket Convention & Educational Exposition

May 7-9, 2006

Chicago, Illinois

Contact: Alexander Amdur, Baltimore USEAC, at 410-962-4539 or [Alexander.Amdur@mail.doc.gov](mailto:Alexander.Amdur@mail.doc.gov)

The Food Marketing Institute's Supermarket Convention & Educational Exposition is the largest, most comprehensive event of its kind in the world. It is the premier show for Supermarket retailers and wholesalers now offering 5 shows in one location (The FMI Show, Fancy Food Show, U.S. Food Export Showcase, United Produce Expo and Conference, and All Things Organic), over 1000 exhibitors, targeted educational sessions, group incentives, and a worldwide audience. The International Trade Center (ITC) also offers a wide array of services to make it as easy as possible for international attendees to exchange information with their peers and meet with U.S. suppliers to discuss import/export opportunities.

For more detailed information about FMI 2006 and other FMI events the official website can be seen below:

<http://www.fmishow.org>

## International

### Israfood-Hotex 2005 Catalog Show Booth

November 28-30, 2005

Tel Aviv, Israel

Contact: Alan Wielunski, Commercial Specialist at [alan.wielunski@mail.doc.gov](mailto:alan.wielunski@mail.doc.gov)

Interested in market opportunities in Israel? The U.S. Foreign Agricultural Service at the American Embassy in Tel Aviv is organizing a Catalog Show Booth for U.S. exporters at Israfood-Hotex, November 28-30, 2005 at the Tel Aviv Fairgrounds. This is an extremely low-cost, yet effective way for you to evaluate interest in your product or service in Israel, and the region. We often receive requests from Israeli firms interested in U.S. exporters of food, food service products, furniture, fixtures and equipment; and with our help, your company can significantly increase your business.

For online registration visit:

<http://www.buyusa.gov/israel/en/israfood.html>

### Natural Products Expo Asia 2005

November 30-December 2, 2005

Hong Kong, China

Contact: Andrea Lee at +852-3402-5013 or [alee@penton.com](mailto:alee@penton.com)

Launch your new line, expand your market, and grow your business. Whether you sell finished products, ingredients that go into products or supplies and services that help retailers sell them Natural Products Expo Asia 2005 is the event to help you establish new distribution channels, meet mass market and specialist retailers, and introduce your products to new markets. As a follow up to the show, the US & Foreign Commercial Service is organizing a natural products trade mission to Taiwan, Korea and Japan. This mission will be conducted December 5-9. More information on the trade mission is included later in this section.

### Natural Products Trade Mission to Japan, South Korea, and Taiwan

December 5-9, 2005

Tokyo, Japan; Seoul, South Korea; Taipei, Taiwan

Contact: Tony Michalski, Las Vegas USEAC, at 702-366-9406 or [Tony.Michalski@mail.doc.gov](mailto:Tony.Michalski@mail.doc.gov)

The United States Commercial Service is pleased to offer a Trade Mission to Japan, South Korea and Taiwan immediately following the Natural Products Asia Expo (<http://www.naturalproductsasia.com/>). This opportunity to meet with targeted and qualified potential partners in three markets with combined sales of personal care items and health food/nutritional supplements of \$USD33.67 billion, should not be missed. The U.S. Commercial Service in Taiwan, South Korea and Japan are eager to help you to successfully develop export sales in each of these three lucrative markets.

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### PROMOTE 2005: Cameroon

*December 6-12, 2005*

Yaounde Conference Centre, Cameroon

Contact: Alexander Amdur, Baltimore USEAC, at 410-962-4539 or [Alexander.Amdur@mail.doc.gov](mailto:Alexander.Amdur@mail.doc.gov)

The U.S. Embassy in Yaounde, Cameroon, in partnership with the U.S. Commercial Service will host a **Catalog Show** at Promote 2005, the biggest bi-annual trade show in Cameroon. Featured sectors include: agriculture, food processing, healthcare, construction materials and equipment, financial management, information technology, transportation, tourism, education and environmental technologies.

U.S. Embassy staff will be on hand to advise local companies of your product lines and/or services and send qualified leads to you. The cost of exhibiting your catalogue at Promote 2005 is \$400.00 per company. Following the show, your product literature will be housed in the Commercial Library at the U.S. Embassy in Yaounde, Cameroon.

### Arab Health 2006

*January 22-25, 2006*

Dubai World Trade Center, U.A.E.

Contact: Jeanne Townsend, Baltimore USEAC, at 410-962-4539 or [Jeanne.Townsend@mail.doc.gov](mailto:Jeanne.Townsend@mail.doc.gov)

For 30 years *Arab Health* has led the way in healthcare exhibitions in the Middle East and continues to meet the demands of the industry by providing the highest quality and numbers of healthcare specialists and dealer distributor attendance.

- Participation in *Arab Health* will enable you to reach buyers throughout the Middle East and surrounding markets.
- In 2005, there were a total of 1,747 exhibitors from 63 countries, including 29 country pavilions. Over 28,000 professional visitors, including over 1,500 dealers and distributors, attend the show to source new products.

If you want to display equipment or have a major presence at the show, this is the option for you. The U.S. show organizer will work closely with you to provide you with whatever booth options you need. In addition, the organizer will assist you with transportation arrangements and travel plans. Call Kallman Worldwide at 201-251-2600.

### 3GSM World Congress

*February 13-16, 2006*

Barcelona, Spain

Contact: Bryan Larson, Baltimore USEAC, at 410-962-4539 or [Bryan.Larson@mail.doc.gov](mailto:Bryan.Larson@mail.doc.gov)

Considered one of the leading events in the mobile communications sector, the 3GSM World Congress will be held in Barcelona, Spain. The last conference, held in Cannes, attracted an estimated 34,000 participants from 173 countries with approximately 600 exhibitors. The event is organized by the GSM association in conjunction with Informa Telecoms

and Media. The U.S. Commercial Service Barcelona office has offered to assist potential U.S. exhibitors or visitors with market intelligence and introductions to potential business partners.

### EXPO COMM Mexico 2006

#### USA Pavilion

*February 14 to 17, 2006*

Mexico City, Mexico

Cost: \$4,545

Contact: Bryan Larson, Baltimore USEAC, at 410-962-4539 or [Bryan.Larson@mail.doc.gov](mailto:Bryan.Larson@mail.doc.gov)

The U.S. Embassy in Mexico, the U.S. Department of Commerce and E.J. Krause are pleased to announce the **4th annual USA Pavilion at EXPO COMM MEXICO 2006**. **EXPO COMM** is Mexico's largest and longest running telecommunications, wireless, networking and Internet technologies exhibition and conference. The high visibility and location of the **USA Pavilion** are difficult to beat. Participating exhibitors receive a variety of benefits in addition to the standard package booth features: Inclusion in the USA Pavilion Catalog, inclusion in advertising and marketing, invitation to speak in the U.S. Seminar Series, invitation to U.S. Embassy networking events, use of U.S. Business Center in Pavilion, refreshments provided in U.S. Business Center in Pavilion, on-site support from U.S. Commercial Service staff.

### Aerospace Executive Service (AES) at Asian Aerospace 2006

*February 20-21, 2006*

Changi Exhibition Centre, Singapore

Contact: Eric Nielsen, U.S. Commercial Service – Tucson, at (520)670-5540 or [eric.nielsen@mail.doc.gov](mailto:eric.nielsen@mail.doc.gov)

The U.S. Commercial Service Aerospace & Defense Team will offer a unique way for U.S. firms to participate at Asian Aerospace 2006.

Asian Aerospace brings the world's main players in aviation and defense technologies to Singapore. It is Asia's leading showcase of commercial and military aircraft components, maintenance equipment, defense systems and airport equipment/systems. Attendees will benefit from the following:

- 2 days of pre-scheduled meetings with potential partners, agents, and buyers (February 20-21, 2006) in advance of the exhibition
- One show entry pass per company representative
- Copy of the official Asian Aerospace Exhibitor's Directory
- One invitation to U.S. Ambassador's Reception per company representative
- Pre-show market briefing
- Shared 18sqm booth at Asian Aerospace to use for meetings and to display company literature (presumes 12 participating U.S. companies)
- Base of operations and access to all amenities in official U.S. Pavilion including shared office suite,



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equipment, services, and lounge when not in use for one-on-one Asia Now Appointments

- Coordination with U.S. Commercial Service aerospace industry specialists in Asia
- On-site AES Program coordination

### U.S. Pavilion at China Building 2006

*February 28-March 3, 2006*

China International Exhibition Center (CIEC) in Beijing  
Contact: Alexander Amdur, Baltimore USEAC, at 410-962-4539 or [Alexander.Amdur@mail.doc.gov](mailto:Alexander.Amdur@mail.doc.gov)

With an 11-year track record, this exhibition is one of the most established events of its kind in Asia, showcasing an extensive array of companies dealing in building construction materials, equipment, and services. Currently, Beijing is in the midst of unprecedented level of construction activity, including: - Investment of over \$3.5 billion in stadiums and facilities for the 2008 Olympics, with nearly \$29 billion in Olympics-related infrastructure development by 2008 - Real estate investment of over \$33 billion by 2005 with a total market scale of approximately \$60 billion Last year's show was a major success and included a sold-out 16-booth American Pavilion. Several export successes were documented during the show. Our next China Building event is anticipated to have an even larger Pavilion, allowing U.S. companies an unequalled opportunity to showcase their products & services to Chinese buyers.

### Sicurezza and Sicurtech Expo 2006

*March 15-18, 2006*

Milan, Italy

Contact: Maria Calabria, U.S. Commercial Service, Rome, Italy, by fax (+39 06 4674 2113) or E-mail [Maria.Calabria@mail.doc.gov](mailto:Maria.Calabria@mail.doc.gov)

**Sicurezza** is an international security sector event held in Italy. This edition will run simultaneously with the **Sicurtech** show, focusing on technologies for fire fighting, workplace safety and hygiene and civil defense. Both shows are organized by Fiera Milano Tech S.p.A. Additional information regarding this trade show can be found by consulting the following website:  
<http://www.intelshow.com/fi/hpsicurezza6/1,4946,e,00.html>

**Sicurtech Expo** showcases the most efficient and innovative technology for workplace safety and health, hazard prevention, fire-fighting and emergency relief in case of natural disaster. Hazard prevention and safety are issues that are increasingly drawing the attention of the general public, the media, the business community and policymakers. Growing demand for greater safety is prompting the industry of the sector to rise up to the concern by rolling out swift and dependable products.

### U.S. Microelectronics Trade Mission

*March 20-23, 2006*

Shanghai, China

Contact: Marlene Ruffin, Project Manager at 202-482-0570 or [Marlene.Ruffin@mail.doc.gov](mailto:Marlene.Ruffin@mail.doc.gov)

The U.S. Microelectronics Trade Mission will coincide with the highly acclaimed annual Shanghai exhibition Electronica and Productronica China 2006 – co-located with SEMICON China. An ideal way to establish or maintain a competitive position in China's lucrative market, this mission is open to representatives of U.S. firms specializing in the design, manufacture, and distribution of a range of microelectronics products, including semiconductor devices, IC design, semiconductor manufacturing equipment, clean room equipment, and electronics packaging/interconnects.

### SOFEX '06 – International Special Operations Exhibition & Conference

*March 27-30, 2006*

Amman, Jordan

Contact: Marketing International Corporation at 703-527-8000 or see the official website of [www.sofexjordan.com](http://www.sofexjordan.com) for information on exhibiting or attending

Over the past 10 years, SOFEX has gained acknowledgement as the premier event of its kind in the Middle East and North Africa. The event brings together small and medium-sized companies and major international manufacturers to meet with the region's defense ministers, chiefs of staff, ministers of interior, senior army commanding generals, law enforcement officials, top government decision makers, and corporate officials. Over 420 exhibitors from 15 countries are expected to participate in 2006, while 10,500 military and business visitors from 23 countries, hundreds of journalists and media personnel, and 15 foreign military delegations with over 200 government and military VIP officials are expected to attend. The event is not open to the public.

### Expo USA 2006 – Regional MERCOSUR

*March 27-April 4, 2006*

Locations: Riberão Preto and Porto Alegre, Brazil

Montevideo, Uruguay & Rosario, Argentina

Contact: Alexander Amdur, Baltimore USEAC, at 410-962-4539 or [Alexander.Amdur@mail.doc.gov](mailto:Alexander.Amdur@mail.doc.gov)

A Multi-State Catalog Exhibition, offers an affordable way for small and mid-sized U.S. firms to gain valuable exposure and business contacts in four markets in Argentina, Brazil, and Uruguay holding clear potential for U.S. products, services, and technology across a broad range of industry sectors. "Expo USA - Region MERCOSUR" in March 2006 will promote U.S. product literature, video presentations, and other audiovisuals to hundreds of business visitors at each location.

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### International Dental Exhibition and Meeting 2006 (IDEM)

April 7-9, 2006

Singapore

Contact: Carol Rudman, U.S. Department of Commerce, 202-482-0905 or [carol.rudman@mail.doc.gov](mailto:carol.rudman@mail.doc.gov)

U.S. companies showcasing the latest dental products and technology at IDEM 2006 Singapore, can profit from the show's broad international exposure. There will be opportunities to forge new business relationships, tap new resources, and expand exports in the ever-growing Asia-Pacific market. U.S. Department of Commerce Officials have once again included **IDEM 2006** in USDOC's Trade Fair Certification Program and solidly support this premier international dental event in Asia.

### Food Expo 2006

May 2006

Kazakhstan

For additional information Contact: Alexander Amdur, Baltimore USEAC, at 410-962-4539 or [Alexander.Amdur@mail.doc.gov](mailto:Alexander.Amdur@mail.doc.gov)

Food Expo 2006 is the largest and most internationally focused food and agro industry event in Central Asia. This trade show is co-located with Consumer Expo 2006, a significant regional event in Kazakhstan's consumer goods sector. As the government of Kazakhstan moves to promote diversification of its economy into the non-oil sector, and interest by its citizens in foreign food products increases, U.S. suppliers will find a growing market for their technologies and products. U.S. Commercial Service in Almaty will host a product literature center, at this trade show, which will offer U.S. companies a low-cost, yet effective, opportunity to explore Kazakhstan's market for imported food products. Besides staffing the booth and receiving and passing on, qualified inquiries on behalf of U.S. clients, the U.S. Commercial Service in Almaty also will translate participants' product information summaries into Russian. After the event, participants will receive reports on qualified trade leads and useful market insights.

### SVIAZ/EXPO COMM Moscow 2006

May 10-13, 2006

Moscow, Russia

Contact: Bryan Larson, Baltimore USEAC, at 410-962-4539 or [Bryan.Larson@mail.doc.gov](mailto:Bryan.Larson@mail.doc.gov)

More than 72,000 attendees visited the 872 exhibiting companies from 33 countries during SVIAZ/EXPO COMM MOSCOW 2005. These individuals included manufacturers from the CIS and Baltic States showcasing their latest technologies and products in the fields of telecommunications, networking, wireless technologies, Internet, satellite, computers and peripherals, broadcasting and electronics on nearly 26,000 square meters of show floor at SVIAZ/EXPO COMM MOSCOW. In 2006, with the addition of the new

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